Advertiser Ref

CONTRACT



WCCB 1 Television Place Charlotte, NC 28205 🧱 (704)372-1800

And:

Greer Margolis & Mitchell 1010 Wisconsin Ave Suite 800 Washington, DC 20007

	Contract / Revision			Alt Order #		
	134034	/		07894010		
Product						
OBAMA/P/D-SKED A						
Contract Dates	Estimate #					
09/04/12 - 09/17/12	1536					
Advertiser			Ori	ginal Date /	Revision	
Political Obama for Pres/	Dem		0	8/16/12	/ 08/16/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	ast		Cash	
	Station	Accour	nt E	xecutive	Sales Office	
	WCCB	Meride	th F	Radow	Washington-Ea	
	Special Handl	ling			•	
	Demographic					
	Adults 35+					
	IDB#	Advert	iser	Code	Product Code	
	9912856	95			101	

Agency Ref

		Spots/	To	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
1 WCCB 09/04/12 09/07/12 Fox News Rising	5a-530a	:30	NM 1	\$20.00
Week: 09/03/12 End Date Weekdays Spots/Week	<u>Rate</u> \$20.00			
2 WCCB 09/10/12 09/14/12 Fox News Rising	5a-530a	:30	NM 5	\$100.00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI 5	\$100.00
Week: 09/10/12 09/16/12 MTWTF- 5	\$20.00			
3 WCCB 09/17/12 09/17/12 Fox News Rising	5a-530a	:30	NM 1	\$20.00
Week: 09/17/12 End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 M 1	<u>Rate</u> \$20.00			
4 WCCB 09/04/12 09/07/12 Fox News Rising	530a-8a	:30	NM 2	\$80.00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI Z	\$60.00
Week: 09/03/12 09/09/12F 2	\$40.00			
5 WCCB 09/10/12 09/14/12 Fox News Rising	530a-8a	:30	NM 12	\$480.00
Week: 09/10/12 End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 MTWTF 12	<u>Rate</u> \$40.00			
6 WCCB 09/17/12 09/17/12 Fox News Rising	530a-8a	:30	NM 2	\$80.00
Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI Z	φου.υυ
Week: 09/17/12 09/23/12 M 2	\$40.00			
D 7 WCCB 09/04/12 09/07/12 Fox News Rising 8a-9a	8a-9a	:30	NM 0	\$0.00
D 8 WCCB 09/10/12 09/14/12 Fox News Rising 8a-9a	8a-9a	:30	NM 0	\$0.00
D 9 WCCB 09/17/12 09/17/12 Fox News Rising 8a-9a	8a-9a	:30	NM 0	\$0.00
10 WCCB 09/04/12 09/07/12 M-F 12p-1p	12p-1p	:30	NM 1	\$75.00
Week: 09/03/12 End Date Weekdays Spots/Week 09/09/12F 1	<u>Rate</u> \$75.00			
11 WCCB 09/10/12 09/14/12 M-F 12p-1p	12p-1p	:30	NM 5	\$375.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14101	ψ373.00
Week: 09/10/12 09/16/12 MTWTF 5	\$75.00			
12 WCCB 09/17/12 09/17/12 M-F 12p-1p	12p-1p	:30	NM 1	\$75.00
Week: 09/17/12 End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 M 1	<u>Rate</u> \$75.00			
D 13 WCCB 09/04/12 09/07/12 M-F 3p-4p	3p-4p	:30	NM 0	\$0.00
D 14 WCCB 09/10/12 09/14/12 M-F 3p-4p	3p-4p 3p-4p	:30	NM 0	\$0.00
D 17 WOOD 03/10/12 03/14/12 WH 0P-4P	oh 4h	.50	INIVI	ψ0.00

Contract Agreement Between: Print Date 08/16/12 Page 2 of 4



	Contract / Revision	Alt Order #
	134034 /	07894010
Contract Dates	Product	Estimate #
09/04/12 - 09/17/12	OBAMA/P/D-SKED A	1536

Advertiser	Original Date / Revision
Political Obama for Pres/	08/16/12 / 08/16/12

		Spots/		Tot	als
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Sp	ots	Amount
D 15 WCCB 09/17/12 09/17/12 M-F 3p-4p	3р-4р	:30	NM	0	\$0.00
16 WCCB 09/09/12 09/09/12 Fox News Sunday	9a-10a	:30	NM	1	\$10.00
Week: 09/03/12 End Date Weekdays Spots/Week 09/09/12S Spots/Week	<u>Rate</u> \$1 <mark>0.00</mark>				
17 WCCB 09/16/12 09/16/12 Fox News Sunday	9a-10a	:30	NM	1	\$10.00
Week 09/10/12 End Date Weekdays Spots/Week	Rate				
Week: 09/10/12 09/16/12S 1 18 WCCB 09/04/12 09/07/12 Anderson	\$10.00 4p-5p	:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI	'	Ψ100.00
Week: 09/03/12 09/09/12 F 1	\$100.00				
19 WCCB 09/10/12 09/14/12 Anderson Start Date End Date Weekdays Spots/Week	4p-5p Rate	:30	NM	4	\$400.00
Week: 09/10/12	\$100.00				
20 WCCB 09/04/12 09/07/12 Ellen	5p-6p	:30	NM	1	\$200.00
Week: 09/03/12 End Date Weekdays Spots/Week 09/09/12F 1	<u>Rate</u> \$200.00				
21 WCCB 09/10/12 09/14/12 Ellen	5p-6p	:30	NM	3	\$600.00
Start Date	Rate	.00		Ü	Ψ000.00
Week: 09/10/12 09/16/12 MTWTF 3	\$200.00				
22 WCCB 09/04/12 09/07/12 TMZ Start Date End Date Weekdays Spots/Week	6p-630p Rate	:30	NM	1	\$225.00
Week: 09/03/12	\$225.00		j		
23 WCCB 09/10/12 09/14/12 TMZ	6p-630p	:30	NM	3	\$675.00
Week: 09/10/12 End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 MTWTF 3	<u>Rate</u> \$225.00				
D 24 WCCB 09/04/12 09/07/12 How I Met Your Mother	630p-7p	:30	NM	0	\$0.00
D 25 WCCB 09/10/12 09/14/12 How I Met Your Mother	630p-7p	:30	NM	0	\$0.00
26 WCCB 09/04/12 09/07/12 Big Bang Theory 7pm	7p-730p	:30	NM	1	\$350.00
Week: 09/03/12 End Date Weekdays Spots/Week 09/09/12F 1	<u>Rate</u> \$350.00				
D 27 WCCB 09/10/12 09/14/12 Big Bang Theory 7pm	7p-730p	:30	NM	0	\$0.00
D 28 WCCB 09/17/12 09/17/12 Big Bang Theory 7pm	7p-730p	:30	NM	0	\$0.00
D 29 WCCB 09/04/12 09/07/12 Big Bang Theory 730pm	730p-8p	:30	NM	0	\$0.00
D 30 WCCB 09/10/12 09/14/12 Big Bang Theory 730pm	730p-8p	:30	NM	0	\$0.00
31 WCCB 09/17/12 09/17/12 FOX Prime	8p-9p	:30	NM	1	\$2,000.00
Week: 09/17/12 End Date Weekdays Spots/Week Week 09/17/12 09/23/12 M 1	<u>Rate</u> \$2,000.00				
32 WCCB 09/10/12 09/10/12 FOX Prime	8p-9p	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 M 1 1	Rate				
	\$1,00 <u>0.00</u> 9p-10p	:30	NM	1	\$1,500.00
33 WCCB 09/17/12 09/17/12 FOX Prime Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	'	\$1,500.00
Week: 09/17/12 09/23/12 M 1	\$1,50 0.00				
D 34 WCCB 09/04/12 09/04/12 FOX Prime	9p-10p	:30	NM	0	\$0.00
35 WCCB 09/11/12 09/11/12 FOX Prime Start Date End Date Weekdays Spots/Week	9p-10p Rate	:30	NM	1	\$1,350.00
Week: 09/10/12	\$1,350.00				
36 WCCB 09/05/12 09/05/12 X Factor	X Factor	:30	NM	1	\$2,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.

Contract Agreement Between: Print Date 08/16/12 Page 3 of 4

Advertiser

Political Obama for Pres/



	Contract / Revision	Alt Order #
	134034 /	07894010
Contract Dates	Product	Estimate #
09/04/12 - 09/17/12	OBAMA/P/D-SKED A	1536

Original Date / Revision

08/16/12

/ 08/16/12

		Spots/		To	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 - W 1	Rate \$2,200.00				
D 37 WCCB 09/12/12 09/12/12 X Factor	X Factor	:30	NM	0	\$0.00
D 38 WCCB 09/13/12 09/13/12 X Factor	X Factor	:30	NM	0	\$0.00
D 39 WCCB 09/04/12 09/07/12 Fox News @ 10pm	10p-1035p	:30	NM	0	\$0.00
40 WCCB 09/10/12 09/14/12 Fox News @ 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 111111 5	10p-1035p <u>Rate</u> \$300.00	:30	NM	5	\$1,500.00
D 41 WCCB 09/17/12 09/17/12 Fox News @ 10pm	10p-1035p	:30	NM	0	\$0.00
42 WCCB 09/08/12 09/09/12 Fox News @ 10pm Sa/Su Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/1211 2	10p-1035p <u>Rate</u> \$300.00	:30	NM	2	\$600.00
43 WCCB 09/15/12 09/16/12 Fox News @ 10pm Sa/Su Start Date Week: 09/10/12 09/16/12 Veekdays Spots/Week Week: 09/10/12 09/16/1211 2	10p-1035p <u>Rate</u> \$250.00	:30	NM	2	\$500.00
44 WCCB 09/09/12 09/09/12 Panthers Game Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 2	Panthers Game Rate \$7,200.00	:30	NM	2	\$14,400.00
N 45 WCCB 09/04/12 09/07/12 Fox News Rising 8a-9a Start Date	8a-9a <u>Rate</u> \$150.00	:30	NM	6	\$900.00
N 46 WCCB 09/10/12 09/14/12 Fox News Rising 8a-9a Start Date Week: End Date 09/16/12 Weekdays MTWTF Spots/Week Week: 09/10/12 7	8a-9a <u>Rate</u> \$150.00	:30	NM	7	\$1,050.00
N 47 WCCB 09/17/12 09/17/12 Fox News Rising 8a-9a Start Date Week: End Date 09/23/12 Weekdays M Spots/Week Week: 09/17/12 09/23/12 M 1	8a-9a <u>Rate</u> \$150.00	:30	NM	1	\$150.00
N 48 WCCB 09/04/12 09/07/12 M-F 3p-4p Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12F 1	3p-4p <u>Rate</u> \$90.00	:30	NM	1	\$90.00
N 49 WCCB 09/10/12 09/14/12 M-F 3p-4p Start Date End Date Weekdays Week: 09/10/12 09/16/12 111111 55	3p-4p <u>Rate</u> \$95.00	:30	NM	5	\$475.00
N 50 WCCB 09/17/12 09/17/12 M-F 3p-4p Start Date	3p-4p <u>Rate</u> \$100.00	:30	NM	1	\$100.00
N 51 WCCB 09/04/12 09/07/12 How I Met Your Mother Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 F 1	630p-7p <u>Rate</u> \$200.00	:30	NM	1	\$200.00
N 52 WCCB 09/10/12 09/14/12 How I Met Your Mother Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 111111 5	630p-7p <u>Rate</u> \$200.00	:30	NM	5	\$1,000.00
N 53 WCCB 09/04/12 09/04/12 FOX Prime Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 T 1	9p-10p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
N 54 WCCB 09/12/12 09/12/12 X Factor Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 - W 1	X Factor <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
N 55 WCCB 09/13/12 09/13/12 X Factor Start Date End Date Weekdays Spots/Week	X Factor <u>Rate</u>	:30	NM	1	\$2,800.00

Contract Agreement Between: Print Date 08/16/12 Page 4 of 4



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	134034 /	07894010	
Contract Dates	Product	Estimate #	
09/04/12 - 09/17/12	OBAMA/P/D-SKED A	1536	
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Advertiser	Original Date / Revision
Political Obama for Pres/	08/16/12 / 08/16/12

		Spots/		To	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	Spots	Amount
Week:Start Date 09/10/12End Date 09/16/12Weekdays TSpots/Week1	Rate \$2,800.00				
N 56 WCCB 09/04/12 09/07/12 Fox News @ 10pm Start Date	10p-1035p <u>Rate</u> \$400.00	:30	NM	1	\$400.00
N 57 WCCB 09/17/12 09/17/12 Fox News @ 10pm Start Date End Date Week: 09/17/12 09/23/12 Weekdays Formula	10p-1035p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 58 WCCB 09/04/12 09/06/12 Fox News Rising Start Date	5a-530a <u>Rate</u> \$50.00	:30	NM	3	\$150.00
N 59 WCCB 09/04/12 09/06/12 Fox News Rising Start Date	530a-8a <u>Rate</u> \$125.00	:30	NM	8	\$1,000.00
N 60 WCCB 09/04/12 09/06/12 M-F 12p-1p Start Date	12p-1p <u>Rate</u> \$125.00	:30	NM	3	\$375.00
N 61 WCCB 09/04/12 09/06/12 M-F 3p-4p Start Date End Date Weekdays 111 Spots/Week Week: 09/03/12 09/09/12 111 3	3p-4p <u>Rate</u> \$150.00	:30	NM	3	\$450.00
N 62 WCCB 09/04/12 09/06/12 Anderson Start Date	4p-5p <u>Rate</u> \$400.00	:30	NM	3	\$1,200.00
N 63 WCCB 09/04/12 09/06/12 Ellen Start Date End Date Weekdays 09/03/12 09/09/12 Uveekdays 111 Spots/Week	5p-6p <u>Rate</u> \$400.00	:30	NM	3	\$1,200.00
N 64 WCCB 09/04/12 09/06/12 TMZ Start Date End Date Weekdays 09/03/12 09/09/12 111 Spots/Week 3	6p-630p <u>Rate</u> \$400.00	:30	NM	3	\$1,200.00
N 65 WCCB 09/04/12 09/06/12 How I Met Your Mother Start Date End Date Weekdays Spots/Week 09/03/12 09/09/12 -111 3	630p-7p <u>Rate</u> \$400.00	:30	NM	3	\$1,200.00
N 66 WCCB 09/04/12 09/06/12 Big Bang Theory 7pm Start Date	7p-730p <u>Rate</u> \$1,000.00	:30	NM	3	\$3,000.00
N 67 WCCB 09/04/12 09/06/12 Big Bang Theory 730pm Start Date End Date Weekdays Spots/Week 09/03/12 09/09/12 111 3	730p-8p <u>Rate</u> \$1,100.00	:30	NM	3	\$3,300.00
N 68 WCCB 09/04/12 09/06/12 Fox News @ 10pm Start Date	10p-1035p <u>Rate</u> \$800.00	:30	NM	3	\$2,400.00
		Totals		132	\$56,565.00

Time Period # of Spots **Gross Amount** Net Amount 08/27/12 -09/17/12 132 \$56,565.00 \$48,080.25 Totals \$48,080.25 132 \$56,565.00

Signature:	Date:	
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